



# County of Monterey

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

## Legislation Details (With Board Report)

<b>File #:</b>	A 20-410	<b>Name:</b>	Ad Club, Amendment No 3
<b>Type:</b>	BoS Agreement	<b>Status:</b>	Passed - Health Department
<b>File created:</b>	9/29/2020	<b>In control:</b>	Board of Supervisors
<b>On agenda:</b>	10/20/2020	<b>Final action:</b>	10/20/2020

**Title:** a. Approve and authorize the Director of Health or the Assistant Director of Health to sign Amendment No. 3 to the Agreement with HWW, Inc., DBA Ad Club (Ad Club), extending the agreement by two years and adding \$80,000 for a revised amount not to exceed \$175,000 for the provision of recruitment advertising services, for the term February 1, 2017 through January 31, 2023; and b. Approve the Director of Health or the Assistant Director of Health to sign up to three (3) future Amendments that do not exceed 10% (\$17,500) of the amended Agreement amount and does not significantly alter the scope of services.

### Sponsors:

### Indexes:

### Code sections:

**Attachments:** 1. Board Report, 2. Amendment No 3, 3. Amendment No 2, 4. Amendment No 1, 5. Agreement, 6. Item No. 13 Completed Board Order

Date	Ver.	Action By	Action	Result
10/20/2020	1	Board of Supervisors		

a. Approve and authorize the Director of Health or the Assistant Director of Health to sign Amendment No. 3 to the Agreement with HWW, Inc., DBA Ad Club (Ad Club), extending the agreement by two years and adding \$80,000 for a revised amount not to exceed \$175,000 for the provision of recruitment advertising services, for the term February 1, 2017 through January 31, 2023; and

b. Approve the Director of Health or the Assistant Director of Health to sign up to three (3) future Amendments that do not exceed 10% (\$17,500) of the amended Agreement amount and does not significantly alter the scope of services.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

a. Approve and authorize the Director of Health or the Assistant Director of Health to sign Amendment No. 3 to the Agreement with HWW, Inc., DBA Ad Club (Ad Club), extending the agreement by two years and adding \$80,000 for a revised amount not to exceed \$175,000 for the provision of recruitment advertising services, for the term February 1, 2017 through January 31, 2023; and

b. Approve the Director of Health or the Assistant Director of Health to sign up to three (3) future Amendments that do not exceed 10% (\$17,500) of the amended Agreement amount and does not significantly alter the scope of services.

### SUMMARY/DISCUSSION:

The Monterey County Health Department remains committed to Equal Employment Opportunity which includes recruitment and selection processes utilizing a broad outreach for large candidate pools. Ad Club has been instrumental in outreach efforts for ensuring diverse applicants are notified of open recruitments at the Health Department.

In 2019, the Health Department had a total of approximately 42 open recruitments. During that same time

period, the Department received approximately 2,466 applications in response to recruitment efforts. Of the applications received, approximately 68% were female and 62% were minority applicants. The data shows the efforts made by the Health Department to attract applicants from diverse backgrounds has been very effective.

This work supports the Monterey County Health Department 2018-2022 strategic plan initiatives: 4. Engage MCHD workforce and improve operational functions to meet current and developing population health needs. It also supports one of the ten essential public health services, specifically: 8. Assure competent public and personal health care workforce.

OTHER AGENCY INVOLVEMENT:

County Counsel, and the Auditor-Controller have reviewed and approved this Agreement as to form, and fiscal provisions, respectively.

FINANCING:

Appropriations are included in the Health Department's (HEA014 8438) FY 2020-21 Adopted Budget and will be included in the FY 2021-22 and FY 2022-23 Requested Budgets.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

☐ Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

☐ Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

☒ Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

☐ Infrastructure:

- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

☐ Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

Prepared by: Frances Stevens, Management Analyst II, 755-4532

Approved by:

Date:

Elsa Jimenez, Director of Health, 755-4526

Attachments:

Amendment No 3 is on file with the Clerk of the Board

Amendment No 2 is on file with the Clerk of the Board

Amendment No 1 is on file with the Clerk of the Board  
Agreement is on file with the clerk of the Board